

Timing is everything

Deciding to post before, during or after an event can have a significant impact on your club or centres audience engagement.

Pre-Event

Description:

Content posted prior to an event. Typically a CTA (Call-To-Action) type post asking or reminding audiences to do something in advance.

Common Content Themes:

- Event entry
- Pre-event updates and announcements
- Program or campaign launch
- Course registration
- Call for award nominations

Examples:

- "Good Luck!"

Call-to-Action

- "Sign-up for event....."
- "Register for coaching course....."
- "Come and try!"

Reminder

- "Registrations closing soon....."
- "Don't miss out on your chance to....."

Engagement:

Most pre-event posts are Inform type content. As such, these posts generally don't perform well for engagement. NB. This doesn't mean they haven't been effective. The true test is whether your club or centre has a;

- Full entry list?
- Fully subscribed course?
- Strong field of award nominees?

On-Event

Description:

Content that is "live" or posted from an event that is underway but not yet completed (see Post-Event).

Common Content Themes:

- Livestreams
- Live results service
- On-event updates and announcements
- Public Holiday 'eventjacking'

Examples:

- "Livestreaming NOW!"
- "Results of Heat 1 now available....."
- "The state record has been smashed....."
- "Happy Easter!"

Engagement:

On-event posts can be hit and miss for engagement. Often the act of viewing a livestream or checking-in for real-time results IS the engagement with audiences not following-up by reacting, commenting or sharing a post.

Post-Event

Description:

Content posted after an event. The bulk of content posted by Little Athletics clubs or centres is 'after the fact'.

Common Content Themes:

- Results (the most common content theme of all!)
- Highlights Reel
- Milestone
- Thankyou
- Retirement
- Throwback (retrospective post)
- Living life: Births, Birthday, Weddings or Passing

Examples:

- "And the winner is....."
- "Champions!"
- "On this day 20 years ago....."
- "Huge thankyou to our volunteers...."
- "Happy Birthday!"
- "Congratulations to....."

Engagement:

Post-event posts tend to perform best for engagement as they are often celebratory, aspirational, motivational, recognise a contribution or highlight a major achievement.

